



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser **Pol/Critz M/D/Con/PA (12930)**
Agency/T-Code **Luc, Inc. (2895)/867768541**
Buyer **MILLS,AMY**
Salesperson **Telerep/Atlanta, Atlanta (1044)**
ph: (555) 555-5555

Invoice **640361**
Inv Date **10/28/2012**
Terms **Net 30**
Contract **321772**
Bill Type **Standard**
Period **10/1/2012 - 10/28/2012**

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

AgM

Product **Political - Federal Candidate (1067)**
Brand **POL/M CRITZ/D/CON/PA 10/5 (81619)**
Acct Types **National/Political**
Est/Headline **2433/06214918**
Demo
Revision
Comments **2433**

CO-OP/Order Type **Yes/Normal**
Package
Gen. Date **10/29/2012 1:22:32PM**

2433

***** THIS IS A CASH IN ADVANCE

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.1	Contract Line Remarks: TODAY SHOW 8-9A/3								
	Spot	8:00:00AM- 9:00:00	Per week (2), Mo,Tu,We,Th,Fr	10/23/12 8:48AM (Tu)	00:30	Today Show	MC-10-12H	\$795.00	
	Spot	8:00:00AM- 9:00:00	Per week (2), Mo,Tu,We,Th,Fr	10/25/12 8:38AM (Th)	00:30	Today Show	MC-11-12H	\$795.00	
2.1	Contract Line Remarks: TODAY SHOW 9-10A/4								
	Spot	9:00:04AM- Today S	Per week (2), Mo,Tu,We,Th,Fr	10/22/12 9:50AM (Mo)	00:30	TODAY SHOW 9A	MC0612H	\$545.00	
	Spot	9:00:04AM- Today S	Per week (2), Mo,Tu,We,Th,Fr	10/24/12 9:27AM (We)	00:30	TODAY SHOW 9A	MC-11-12H	\$545.00	
3.0	Contract Line Remarks: NEWS 8-1030A/5								
	Spot	8:00:00AM-10:30:00	Day, Sa-1	10/27/12 9:21AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	MC-11-12H	\$495.00	
4.0	Contract Line Remarks: SUN NEWS 530-8A/6								
	Spot	5:30:00AM- 8:00:00	Day, Su-1	10/28/12 7:27AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC-11-12H	\$445.00	
5.0	Contract Line Remarks: NEWS 8-10A/7								
	Spot	8:00:00AM-10:00:00	Day, Su-1	10/28/12 8:21AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	MC-10-12H	\$495.00	
6.1	Contract Line Remarks: NOON NEWS/9								
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/22/12 12:09PM (Mo)	00:30	Channel 11 News At Noon	MC-10-12H	\$495.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/24/12 12:27PM (We)	00:30	Channel 11 News At Noon	MC-10-12H	\$495.00	
	Spot	11:59:04AM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/25/12 12:13PM (Th)	00:30	Channel 11 News At Noon	MC-11-12H	\$495.00	
7.1	Contract Line Remarks: JUDY 4-430P/11								
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo,Tu,We,Th,Fr	10/23/12 4:21PM (Tu)	00:30	JUDGE JUDY 4P	MC0612H	\$545.00	
	Spot	4:00:04PM-Judge Ju	Per week (2), Mo,Tu,We,Th,Fr	10/25/12 4:09PM (Th)	00:30	JUDGE JUDY 4P	MC-11-12H	\$545.00	
8.1	Contract Line Remarks: JUDY 430-5P/12								
	Spot	4:29:19PM-Judge Ju	Per week (3), Mo,Tu,We,Th,Fr	10/22/12 4:36PM (Mo)	00:30	JUDGE JUDY 430P	MC0612H	\$720.00	
	Spot	4:29:19PM-Judge Ju	Per week (3), Mo,Tu,We,Th,Fr	10/23/12 4:39PM (Tu)	00:30	JUDGE JUDY 430P	MC-10-12H	\$720.00	
	Spot	4:29:19PM-Judge Ju	Per week (3), Mo,Tu,We,Th,Fr	10/25/12 4:39PM (Th)	00:30	JUDGE JUDY 430P	MC-11-12H	\$720.00	
9.1	Contract Line Remarks: NEWS 530-6P/14								
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/22/12 5:42PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$1095.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/23/12 5:53PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$1095.00	
	Spot	5:30:00PM- 6:00:00	Per week (3), Mo,Tu,We,Th,Fr	10/25/12 5:42PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-11-12H	\$1095.00	
10.1	Contract Line Remarks: NEWS 6-630P/15								
	Spot	5:58:34PM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/23/12 6:12PM (Tu)	00:30	Channel 11 News At 6pm M-F	MC0612H	\$1295.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/25/12 6:28PM (Th)	00:30	Channel 11 News At 6pm M-F	MC-11-12H	\$1295.00	
	Spot	5:58:34PM-Channel	Per week (3), Mo,Tu,We,Th,Fr	10/26/12 6:22PM (Fr)	00:30	Channel 11 News At 6pm M-F	MC-11-12H	\$1295.00	
11.0	Contract Line Remarks: NEWS 6-630P/17								
	Spot	6:00:04PM-CHANNE	Day, Su-1	10/28/12 6:09PM (Su)	00:30	CHANNEL 11 NEWS	MC-11-12H	\$920.00	
12.1	Contract Line Remarks: WHEEL 730-8P/19								
	Spot	7:30:04PM-WHEEL	Per week (2), Mo,Tu,We,Th,Fr	10/23/12 7:39PM (Tu)	00:30	Wheel Of Fortune	MC-10-12H	\$2195.00	
	Spot	7:30:04PM-WHEEL	Per week (2), Mo,Tu,We,Th,Fr	10/26/12 7:49PM (Fr)	00:30	Wheel Of Fortune	MC-11-12H	\$2195.00	
13.0	Contract Line Remarks: BETTIS 7-730P/20								
	Spot	7:00:04PM-Jerome B	Day, Sa-1	10/27/12 7:07PM (Sa)	00:30	Jerome Bettis 7-730P	MC-10-12H	\$920.00	
14.0	Contract Line Remarks: JEOP 730-8P/21								
	Spot	7:30:00PM- 8:00:00	Day, Sa-1	10/27/12 7:39PM (Sa)	00:30	Hines Ward Show 730-8P	MC-11-12H	\$795.00	



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15.1	Contract Line Remarks:	LATE NEWS/22							
	Spot	10:59:34PM-CHANNEL	Per week (2), Mo, Tu, We, Th, Fr	10/24/12 11:29PM (We)	00:30	CHANNEL 11 NEWS AT 11P	MC-11-12H	\$2695.00	
	Spot	10:59:34PM-CHANNEL	Per week (2), Mo, Tu, We, Th, Fr	10/25/12 11:13PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	MC-10-12H	\$2695.00	
16.1	Contract Line Remarks:	TONIGHT/23							
	Spot	11:34:34PM-TONIGHT	Per week (2), Mo, Tu, We, Th, Fr	10/24/12 12:29AM (We)	00:30	Tonight Show	MC-10-12H	\$920.00	
	Spot	11:34:34PM-TONIGHT	Per week (2), Mo, Tu, We, Th, Fr	10/25/12 12:29AM (Th)	00:30	Tonight Show	MC-11-12H	\$920.00	
17.1	Contract Line Remarks:	NEWS 6-7A/25							
	Spot	5:59:04AM-Channel	Per week (2), Mo, Tu, We, Th, Fr	10/22/12 6:23AM (Mo)	00:30	Channel 11 News 6am	MC-10-12H	\$1095.00	
	Spot	5:59:04AM-Channel	Per week (2), Mo, Tu, We, Th, Fr	10/23/12 6:37AM (Tu)	00:30	Channel 11 News 6am	MC0612H	\$1095.00	
18.1	Contract Line Remarks:	TODAY 7-9A/26							
	Spot	7:00:04AM-Today S	Per week (3), Mo, Tu, We, Th, Fr	10/22/12 8:51AM (Mo)	00:30	Today Show	MC-10-12H	\$845.00	
	Spot	7:00:04AM-Today S	Per week (3), Mo, Tu, We, Th, Fr	10/24/12 7:23AM (We)	00:30	Today Show	MC-11-12H	\$845.00	
	Spot	7:00:04AM-Today S	Per week (3), Mo, Tu, We, Th, Fr	10/25/12 6:58AM (Th)	00:30	Today Show	MC-11-12H	\$845.00	
19.1	Contract Line Remarks:	ELLEN/27							
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/23/12 10:37AM (Tu)	00:30	Ellen	MC-10-12H	\$445.00	
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/25/12 10:47AM (Th)	00:30	Ellen	MC-10-12H	\$445.00	
	Spot	10:00:04AM-Ellen	Per week (3), Mo, Tu, We, Th, Fr	10/26/12 10:38AM (Fr)	00:30	Ellen	MC-11-12H	\$445.00	
20.1	Contract Line Remarks:	DAYS/28							
	Spot	2:58:04PM-Days Of	Per week (2), Mo, Tu, We, Th, Fr	10/22/12 3:26PM (Mo)	00:30	Days Of Our Lives	MC-10-12H	\$720.00	
	Spot	2:58:04PM-Days Of	Per week (2), Mo, Tu, We, Th, Fr	10/24/12 2:59PM (We)	00:30	Days Of Our Lives	MC-11-12H	\$720.00	
21.1	Contract Line Remarks:	NEWS 5-530P/29							
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/25/12 5:27PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$1095.00	
	Spot	5:00:00PM- 5:30:00	Per week (2), Mo, Tu, We, Th, Fr	10/26/12 5:11PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MC-10-12H	\$1095.00	
22.1	Contract Line Remarks:	JEOP 7-730P/30							
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/22/12 7:06PM (Mo)	00:30	Jeopardy	MC-10-12H	\$2195.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Mo, Tu, We, Th, Fr	10/23/12 7:12PM (Tu)	00:30	Jeopardy	MC-10-12H	\$2195.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$44,355.00	Total Spots	44
Commission	(\$6,653.25)		
Net Total	\$37,701.75		